METHODS AND SYSTEMS FOR PROGRAMMABLY GENERATING
ELECTRONIC CREATIVES FOR DISPLAY ON AN ELECTRONIC NETWORK

5   Abstract of the Invention

Methods and systems are provided for developing server-side programmable creatives and delivering those creatives over the Internet. In accord with the present invention, programmable creatives are dynamically assembled responsive to the operation of a server-side program. The program is integrated with and operated responsively to the

10   dictates of a standard, fully-functional advertising system and has the ability to incorporate proprietary, server-side data. The invention thus takes advantage of the benefits and features of the Internet to deliver dynamically customized creatives, capable of including server-side proprietary data, in accordance with the functionality of an advertising system.

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